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Books Luncheon: 4 Best-Seller Authors

By Emma Bugbee

Of The Herald Tribune Staff

The authors of four current best selling books were on the Book and Author program yesterday at the Waldorf Astoria, as the 27th annual luncheon series opened with a record attendance of writers, publishers, editors and readers.

The four authors and their books were:

Allan Dulles, former chief of the Central Intelligence Agency, "The Craft of Intelligence"; Jessica Mitford, "The American Way of Death"; David Ogilvy, "Confessions of an Advertising Man"; and Adlai Stevenson, "Looking Outward; Years of Crisis at the United Nations."

Mr. Dulles, noting that "the press has recently taken us over the jump," said there was not a word of truth in what he called "the myth that that CIA makes policy."

"There are certain things you can tell and there are certain things you keep secret," he said. "If we would tell the press where the division lies, they would co-

operate; they want us to catch spies. But we don't always impress them with what is secret and what not secret."

The CIA operations are vital to our security, he said, especially now, when Russian policy is to subvert smaller nations by infiltration and American counter-intelligence is of vast importance.

Mr. Dulles had a little fun with the speaker who had preceded him, Miss Mitford, and her book about the exorbitant cost of funerals. He recalled that Russian Premier Khrushchev had once threatened "We will bury you." He said U. S. propaganda agents ought to get her book into Russia.

"Maybe if Mr. Khrushchev

knew about the high cost of funerals here, he would not try to bury us," he said.

Miss Mitford had told of the rage her book has caused among undertakers. "When I first went to Denver" she said, "a funeral parlor offered to bury me for \$100; now there are plenty who would gladly do it for nothing, but these offers are in an atmosphere of undue haste."

Public resentment against the high cost of what the profession calls "memorialization" is shown, she said, in many letters she has received, and the fact that when she goes to parties now she hears nothing but funeral talk.

Mr. Ogilvy, president of

the advertising agency, Ogilvy, Benson and Mather, dwelt lightly on his American adventures since he landed here from England 35 years ago with \$10 in his pocket. His recent project for the United States Travel Service, which consists of exhorting Europeans to come here, he said, is "really a bread and butter letter from a grateful immigrant."

Ambassador Stevenson had been expected as a luncheon guest of honor, but the United Nations luncheon to President Tito of Yugoslavia prevented his attendance. He sent a telegram which noted that politics had to super-

sede literature, but congratulated the Book and Author Luncheons as "a major contribution to American cultural and intellectual horizons." The telegram was read by John Hay Whitney, editor in chief and publisher of the Herald Tribune. Mrs. Whitney also was on the dais.

Mrs. Irita Van Doren, editor emerita of the Herald Tribune 'Books' presided, and Maurice Dobler, critic and columnist, introduced the speakers.

The luncheon was under the auspices of the Herald Tribune and the American Booksellers Association. The recorded talks were broadcast over radio station WNYC at 10 p. m.